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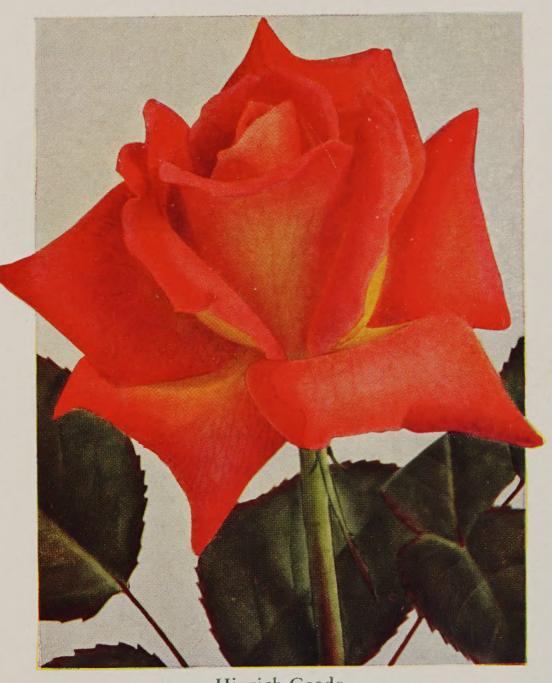


# First Wholesale Price List ... 1940

JUL 1 # 1940 A

U. S. Department of Agriculture.

# ROSE BUSHES



Hinrich Gaede

Howard Rose Company

HEMET, CALIFORNIA

July 1, 1940



Quantity	Prices
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General Assortment of : Hybrid Teas

	No. 1	No. 11/	
300 to 1000			_
1000 to 2000			
2000 to 5000			
5000 to 10,000			
10,000 and up		, -	/ 2

A few exceptions to above are necessary; the higher priced varieties, the cheaper climbers, etc., sell at List Prices.

# Hybrid Teas, Teas, etc., etc.

A	1	No. 11/2 EACH	2
Alice Stern. See Items of Merit, page 7	. 20c	14c	10c
American Beauty. See Hybrid Perpetuals, page II	. 16c		6c
red varieties, velvet crimson-maroon	. 20c	14c	10c
Angele Pernet. Long coppery orange buds, open flowers toned yellow	. 20c	I4c	10c
Aribau. Long bud opening to double, fragrant flower of magenta red. Vigorous Autumn. An exceptionally vigorous, upright grower; long strong stems, very double		14c	10c
blooms of rich burnt orange, yellow and red	. 20c	14c	10c
Avoca. Bud long-pointed; flower large, double, full, crimson scarlet. Vigorous	. 20c	14c	10c
В			
Barcelona. Free blooming, dark velvety red; vigorous and upright		18c	I2c
Betty Uprichard. Lasting blooms of brilliant orange-carmine on outer surface of petals, soft pink inside; a profuse bloomer		14c	10c
Briarcliff. A very popular clear rose-pink sport of Columbia	. 20c	14c	10c
C			
Caledonia. One of the best whites; long buds, large, double, lasting blooms California. See Patented Varieties, page 13.	. 20c	14c	10c
Catalonia. Strikingly brilliant, orange-vermillion; double, cupped		14c	10c
toned pink; a good grower with long stemmed blooms		18c	12c
Cecil. See Single Varieties, page 9			12c
Chas K Douglas. Free flowering variety; scarlet crimson; strong, bushy	. 20c	14c	10c
Chas P Kilham. Large, double, lasting; bright scarlet-carmine toned gold at base			12c

Christopher Stone. See Fancy Varieties, page 5.  Columbia. Long pointed bud, fragrant, deep pink		14c	10c
inside, golden yellow reverse	20c 20c	14c 14c	10c 10c
Crusader. Double blooms of rich crimson-red			
cardinal-red toned gold			
D			
Daily Mail Scented. Double, rich crimson-maroon; very fragrant  Dainty Bess. See Single Varieties, page 9	25c 20c		12c 12c 10c 12c
Director Rubio. Vivid Cochineal pink; large blooms on strong stems	20c 20c	14c	10c 10c
Duchess of Wellington. Fragrant, saffron yellow stained orange, to creamy yellow  Duquesa de Penaranda. Apricot orange and pink. Vigorous and profuse	20c	14c	10c 12c
E E			,
<ul> <li>Eclipse. See Patented Varieties, page 13.</li> <li>Edel. Ivory white blooms with a very pleasing fragrance</li></ul>	20c 25c 20c	14c 14c 18c	10c 10c 12c
EG Hill. Large double lasting deep scarlet. Vigorous, upright, profuse	20c 20c 25c	14c 14c 14c 18c 14c	10c 10c 10c 12c 10c
F			
Faience. Long tapering buds, cadmium-yellow and shrimp-pink  Fantasy. Very double, pearly pink; vigorous, hardy  Federico Casas. Cinnamon pink, reverse toned gold. Full, double, profuse  Feu J Looymans. Profuse; long pointed buds; yellow cupped flowers toned apricot  Feu Pernet-Ducher. See Patented Varieties, page 13.	20c 20c	18c 14c 14c 14c	12¢ 10¢ 10¢ 10¢
Frau Karl Druschki. See HP's Rugosas & Others, page 11  Frau Wiegand. Very double, deep yellow to light orange; upright grower  Frieda Krause. See Items of Merit, page 7	16c 20c	14c 10c 14c 18c	10c 6c 10c 12c
G			
General MacArthur. Intensely fragrant, bright scarlet-crimson.  Gipsy Lass. Dark glowing scarlet-crimson. Fragrant, well-shaped, profuse  Glowing Carmine. Carmine; strong grower; blooms freely	20c	14c 14c 18c	10c 10c 12c
FOUR			

Golden Dawn. Exceptionally vigorous yellow; very double, fragrant; sun-yellow  Golden Emblem. Beautiful double blooms, rich yellow. Buds stained red on outer petals  Golden Frills. Beautiful golden sport of Feu J Looymans  Golden Pernet. (Mons Julien Potin.) Large double primrose yellow  Golden Rapture. Long lasting, beautifully formed buds, fully double blooms, rich yellow; vigorous grower, long stems  Gold Star. Double yellow-gold blooms that deepen to orange in center. Profuse  Grenoble. Becoming deservedly popular because of its profusion of long-stemmed beautifully shaped blooms of scarlet-crimson.  Gruss an Teplitz. Intensely fragrant, dark velvety-scarlet; a continuous bloomer, vigorous and hardy  Gurney Benham. See Items of Merit, page 7	25c 25c 20c 25c 20c 20c	18c 18c 14c 18c 14c	12c 12c 10c
FANCY VARIETIES  New Varieties of Merit that are worth the price*  Brazier. Pointed buds of burnt-orange open to a double, fragrant flower of flame-scarlet. Blooms freely			}
same coloring and form as Chas P Kilham but gives more bloom 30  McGredy's Orange. Double, high-centered flower of deep Indian yellow, reverse bright orange. Sport of Mrs Sam McGredy with the same red foliage 30  Talisman No 5. Improved Talisman	c 210	c 15d	
Hadley. Large, double, perfectly formed blooms of rich crimson	20c 25c 20c 20c 20c	4c  8c  4c	10c 12c 10c
Imperial Potentate. Large, deep rose-pink; vigorous, profuse	_	14c 14c 18c	10c 10c 12c
apricot on long, strong stems  Irish Fireflame. See Single Varieties, page 9  Irish Sweetness. Large, double, fragrant flowers of crimson-lake suffused with scarlet.  Growth vigorous and upright	25c 20c	14c 18c	10c 12¢
Isobel. See Single Varieties, page 9	25c	18c	12c
Jan 19 19 19 19 19 19 19 19 19 19 19 19 19			

Joanna Hill. Beautifully shaped, long lasting buds and double blooms of deep creamy yellow shaded bronzy pink in center	20c 20c 20c 20c	14c 14c 14c 14c	10c 10c 10c 10c 10c
yellow base. Vigorous and upright. Profuse bloomer	200	TTC	100
K A Victoria. Ivory white, pale lemon center; high-centered, double	<b>20</b> c	14c	10c
petals; soft coppery orange flushed old gold; profuse	<b>2</b> 5c	18c	12c
Kidwai. Soft tones of creamy yellow suffused salmon; large, double		14c	10c
Killarney. Fragrant, free bloomer, bright pink		14c	10c
Killarney Dbl White. Large, snowy white, intensely fragrant		14c	10c
Kismet. Yellow sport of Talisman which resembles Souv Claudius Pernet on which it	200	110	, 00
is a great improvement. More profuse with better form	250	18c	120
			12c
Korova. Vigorous plant; light salmon pink, yellow base	25C	18c	12c
The same of the sa			
Lady Alice Stanley. Lasting, double, light pink; continuous bloomer		14c	10c
Lady Ashtown. Carmine-pink, high centered, lasting blooms	20c	14c	10c
Lady Forteviot. Striking, bright yellow shaded apricot; profuse	20c	14c	10c
Lady Hillingdon. Deep orange-yellow; free, continuous bloomer	<b>2</b> 0c	14c	10c
Lady Margaret Stewart. Large, double, rich yellow marked orange-red	<b>2</b> 0c	14c	10c
La France. Intensely fragrant, bright pink; the first Hybrid-Tea rose	-	14c	10c
La Parisienne. Long buds open to fragrant blooms of reddish coral	<b>2</b> 5c	18c	12c
Leading Lady. See Items of Merit, page 7		18c	1 <b>2</b> c
full blooms of buff pink suffused gold; hardy	200	14c	10c
Lord Charlemont. Large, well-formed, deep crimson; very fragrant			12c
Los Angeles. Perfectly formed, long pointed buds and double blooms with reflexed			
petals; luminous flame pink toned coral; golden base		14c	10c
Louise Catherine Breslau. Lasting, coral-red shaded chrome-yellow		I4c	10c
of yellow shaded apricot-cerise		14c	10c
Lucy Nicolas. Pointed, golden copper buds and full, coppery-pink blooms		14c	10c
Lucyle. Large, firm buds, double blooms, glowing pink		14c	10c
Lulu. Long slender buds of coral-rose, open flowers		18c	12c
Luxembourg. Double, bronzy yellow; profuse	<b>20</b> c	14c	10c
Lydia. Large, firm buds expand slowly to very double blooms of rose-pink lightened with orange	2000	140	100
with oldings	200	170	100
M M			
McGredy's Ivory. Large, well shaped, creamy white; fragrant	25	10	10
McGredy's Orange. See Fancy Varieties, page 5.	25C	180	120
McGredy's Scarlet. Beautifully formed, high-centered blooms of brilliant scarlet			
shaded rose-pink; a vigorous grower, long stems		14c	10c
McGredy's Yellow. Bright, buttercup-yellow; perfect form; fragrant	25c	18c	12c
Margaret B Houston. Rich, velvety crimson; a good grower	20c	14c	10c
Margaret McGredy. Full blooms of orange-scarlet; profuse, vigorous, bushy	20c	14c	10c
Mari Dot. Very fragrant, lasting, bright apricot-orange	20c	14c	10c
Marie Maass. Large, intensely fragrant, pure white flowers. Vigorous	<b>2</b> 0c	14c	10c
J Soo . a			

## ITEMS OF MERIT

## Worthy of Your Attention

Alice Stern. HT. One of the best white roses. Perfectly formed buds open to			
large flower; tinted ivory at base. Vigorous	20c	14c	10c
dwarf, spreading. Continuous bloomer	25c	18c	12c
Frieda Krause. HT. Large, double, high-centered bloom of orange-scarlet-red.			
Very vigorous, upright, bushy; profuse bloomer all season	25c	18c	12c
Grootendorst Supreme. H. Rug. Sport of F. J. Grootendorst with deeper	20-	11-	10-
crimson-red longer-lasting flowers than its parent		14c	10c
Leading Lady. HT. Large, full, intensely fragrant flowers of clear flesh pink,	250	100	120
delicately flushed peach-blossom-pink. Vigorous, bushy	25c	18c	12c
Mme J B Croibier. HT. Perfectly formed, lasting, fragrant flower of salmon,			
tinted carmine and ochre, shaded yellow at base. An improved Mme	•		1.0
N Aussel		14c 18c	10c
Orange Triumph. Polyantha. Well formed flowers of good size and fully double.	250	100	120
Magnificent scarlet-orange blooms arranged in enormous clusters	25c	18c	12c
Pink Charm. Polyantha. (Bright Pink Aachen). A good companion to the well-			
known Gruss an Aachen with deep pink flowers	25c	18c	I2c
Snowbird. HT. One of the most prolific, pure white bedding Roses. Full-petaled, perfectly formed, fragrant	250	100	12c
The General. HT. Flower blood-red, flushed orange, large and fragrant.	230	100	120
Compact	20c	14c	12c
Victoria Harrington. HT. Lasting, velvety dark red intensely fragrant blooms			
on vigorous, free flowering plants		14c	10c
Western Gold. HT. Clear yellow sport of Talisman		14c	10c
Yellow Looymans. HT. Yellow sport of the popular bush variety		14c	10c
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Max Krause. Large, high-centered, very double, golden-yellow	25c	18c	12c
Mev G. A. Van Rossem. A distinctive color; orange brown; fragrant double blooms	20c	14c	10c
Miss Rowena Thom. Immense, bright pink, golden base; good grower, profuse	20c	14c	10c
Mme Butterfly. Large, double, soft pink suffused apricot	20c	14c	10c
Mme Caroline Testout. Satiny pink; large blooms on upright plants	20c	14c	10c
Mme Emile Daloz. Satiny pink; large loose flower; delightful fragrance	25c	18c	12c
Mme Edouard Herriot. Free bloomer, coral-red toned yellow at base	20c	14c	10c
Mme Henri Guillot. See Patented Varieties, page 13.			
Mme J B Croibier. See Items of Merit, above	20c	14c	10c
Mme Joseph Perraud. High-centered, perfectly formed buds and double blooms			
that shade from shell-pink at the edges to buff and orange in the center. An			
upright grower with long-stemmed blooms		18c	12c
Mme Jules Bouche. White with blush tints in center		14c	10c
Mme Nicolas Aussel. Coppery red buds, full blooms of deep salmon		1.8c	12c
Mrs Aaron Ward. Very profuse; medium size, buff yellow shaded orange		14c	10c
Mrs A R Barraclough. Large, full blooms of vivid carmine pink		14c	10c
Mrs Chas Bell. Shell pink sport of Radiance; growth and bloom the same		14c	10c
Mrs Edward Laxton. See Items of Merit, above			12c
Mrs E P Thom. Profuse, strong, bushy plants, double, pure yellow blooms		14c	10c
Mrs G Geary. Bud and flower large and double. Glowing orange-cerise to red	20c	14c	10c
Mrs Henry Bowles. Lasting, high-centered flowers of rosy pink shaded salmon; a good			
grower and profuse, continuous bloomer			10c
Mrs John Bell. Large well-formed buds and blooms. Cochineal-carmine, gold base		14c	10c
Mrs Lovell Swisher. Buds copper-salmon opens to delicate salmon-pink	20c	14c	10c

Mrs Pierre S DuPont. A free flowering kind; double, rich yellow		14c 18c	10c 12c
N			
National Flower Guild. Crimson, blooms continuously during hot days. Bushy	20c	14c	10c
Olympiad. Large, well-formed, vivid scarlet, undertone yellow		18c	12c
Ophelia.       Light salmon shading to yellow         Ophelia Golden.       Golden yellow center, lighter edges		14c 14c	10c
P			
Padre. A strong, tall grower, free bloomer; coppery scarlet	20c	14c	10c
Pedralbes. Bud long pointed, yellow, opening to cream and white. Vigorous		18c	12c
Phyllis Burden. Well formed coral-pink blooms shading to orange. Profuse		14c	10c
Phyllis Gold. Large, buttercup-yellow rose of fine substance		18c	12c
Picture. Warm pink, undertones of salmon; strong and vigorous		18c	12c
Pink Dawn. Perfectly formed, deep rose-pink, toned orange		18c	12c
Pink Radiance. Free flowering, vigorous grower, rosy opaline pink		14c	10c
Porto. A free blooming, tall grower; dark crimson-scarlet	20c	14c	10c
President Herbert Hoover. Long stems on vigorous plants; extremely large double blooms of creamy yellow tinted with flame pink	200	14c	10c
President Plumecocq. Large, cupped blooms of lasting, soft coppery-yellow and	200	ITC	100
salmon; vigorous, upright grower, and profuse bloomer	20c	14c	10c
Prince Felix. Very velvety, carmine-red; vigorous, profuse		14c	10c
R R			
R M S Queen Mary. See Patented Varieties, page 13.			
Rapture. Large, double, deep pink blooms on long stem		14c	10c
Red Guard. Bud and flower well formed. Orange glowing through blood red		18c	12c
Red Hoover. Intensified sport of Pres Hoover with red predominating		14c	10c
Red Radiance. A vigorous, glowing crimson sport of Radiance		14c	10c
Rose Marie. Double cupped rose-pink blooms borne single on long stems; a vigorous	200	14c	10c
grower and profuse bloomer	20c	14c	10c
Roslyn. Free flowering vigorous; large, double, deep golden yellow	<b>20</b> c	14c	10c
Rouge Mallerin. Double, well formed blooms of lasting deep red	-	18c	12c
S			
San Jose. Large, double, highly colored, orange-red and gold	20-	14.	10-
Schwabenland. Beautiful, large blooms of deep rose-pink. A very hardy variety		14C	100
introduced as a Hybrid-Rugosa, but it resembles a HT		14c	10c
Senora Gari. Orange buds, full, fragrant blooms of apricot-rose	25c	18c	12c
Sensation. Extremely double; rich dark crimson; fragrant		14c	10c
Shot Silk. Cherry-cerise blooms on erect-growing plant. Good foliage	25c	18c	12c
Sir Henry Segrave. Beautifully shaped, double, deep, lemon yellow	20c	14c	10c
Snowbird. See Items of Merit, page 7	25c	18c	12c
Soeur Therese. Very vigorous, upright, profuse; double bloom of rich yellow		14c	10c
Southport. Brilliant, unshaded, scarlet with fine Tea scent	_	18c	12c
Souv Claudius Pernet. Beautiful long buds, full blooms, rich yellow	20c	14c	10c
Souv Georges Pernet. Very large, brick-red to orange-rose	20c	14c	10c
Souv Jean Soupert. Creamy yellow tinted coral; vigorous, profuse	25c	18c	12c
Souv Mme C Chambard. Very large full blooms of deep coral red	20c	14c	10c
Sunburst. Beautifully shaped buds, double blooms of rich yellow	20c	14c	10c
Junkist. A coppery orange sport off-boards fill with the same good qualities	20c	14c	10c

Susan Louise. Unusually long, slender buds, full blooms of dainty pink	<b>20</b> c		
are coral-rose shaded solferino	<b>2</b> 5c	18c	12c
Talisman. The favorite two-tones variety, rich yellow and rose-red	<b>20</b> c	I4c	10c
Temno. Large blooms of deepest red to velvety black			
The General. See Items of Merit, page 7			
SINGLE VARIETIES	·····	~~~	~~
These six dainty roses lend themselves exceptionally well to cutting. More they are considered as standard varieties to be included in every garden.  Cecil. Large single flowers, glorious buttercup yellow, free blooming	c 186 c 186 c 186 c 186 c 186	c   120 c   120 c   120 c   120	
<b>`</b>	·····		~~~
\bigvar	••••		~~ <sup>{</sup>
Vaterland. Extremely dark scarlet-crimson, high-centered, velvety  Vesuvius. See Single Varieties, above  Victoria Harrington. See Items of Merit, page 7  Vierlanden. Pure pink of perfect form. Upright, vigorous, very fragrant. Superb for cutting  Ville de Paris. Lasting, well-shaped blooms of sunflower yellow	20c 25c 20c	4c   18c   4c	10c 12c 10c
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Vaterland. Extremely dark scarlet-crimson, high-centered, velvety Vesuvius. See Single Varieties, above Victoria Harrington. See Items of Merit, page 7 Vierlanden. Pure pink of perfect form. Upright, vigorous, very fragrant. Superb for cutting  Ville de Paris. Lasting, well-shaped blooms of sunflower yellow  W  W E Chaplin. Flower large, double, full, high-centered, deep crimson, deepening to carmine-crimson. Very vigorous, upright, bushy  Western Gold. See Items of Merit, page 7  White Ensign. Large, double, fragrant creamy white, vigorous  Wilhelm Kordes. Deep golden-salmon, with copper-red tints  Will Rogers. See Patented Varieties, page 13.  William Orr. Long stemmed blooms of lasting, bright crimson  William Moore. Bud very large, long-pointed; flower large, double, cupped, intensely	20c 25c 20c 25c 20c 20c 20c 20c 20c	14c 18c 14c 18c 14c 14c 14c 14c	10c 12c 10c 10c 10c 10c 10c 10c
Vaterland. Extremely dark scarlet-crimson, high-centered, velvety  Vesuvius. See Single Varieties, above  Victoria Harrington. See Items of Merit, page 7  Vierlanden. Pure pink of perfect form. Upright, vigorous, very fragrant. Superb for cutting  Ville de Paris. Lasting, well-shaped blooms of sunflower yellow  W  W E Chaplin. Flower large, double, full, high-centered, deep crimson, deepening to carmine-crimson. Very vigorous, upright, bushy  Western Gold. See Items of Merit, page 7  White Ensign. Large, double, fragrant creamy white, vigorous  Wilhelm Kordes. Deep golden-salmon, with copper-red tints  Will Rogers. See Patented Varieties, page 13.  William Orr. Long stemmed blooms of lasting, bright crimson  William Moore. Bud very large, long-pointed; flower large, double, cupped, intensely fragrant, soft, even-toned pink. Bushy and free blooming  Willowmere. A strong grower and continuous bloomer; large double blooms of rich	20c 25c 20c 25c 20c 20c 20c 20c 20c 20c	4c	10c 12c 10c 10c 10c 10c 10c 10c
Vaterland. Extremely dark scarlet-crimson, high-centered, velvety Vesuvius. See Single Varieties, above Victoria Harrington. See Items of Merit, page 7 Vierlanden. Pure pink of perfect form. Upright, vigorous, very fragrant. Superb for cutting  Ville de Paris. Lasting, well-shaped blooms of sunflower yellow  W  W E Chaplin. Flower large, double, full, high-centered, deep crimson, deepening to carmine-crimson. Very vigorous, upright, bushy  Western Gold. See Items of Merit, page 7  White Ensign. Large, double, fragrant creamy white, vigorous  Wilhelm Kordes. Deep golden-salmon, with copper-red tints  Will Rogers. See Patented Varieties, page 13.  William Orr. Long stemmed blooms of lasting, bright crimson  William Moore. Bud very large, long-pointed; flower large, double, cupped, intensely fragrant, soft, even-toned pink. Bushy and free blooming	20c 25c 20c 25c 20c 20c 20c 20c 20c 20c 20c	14c	10c 12c 10c 10c 10c 10c 10c 10c 10c
Vaterland. Extremely dark scarlet-crimson, high-centered, velvety Vesuvius. See Single Varieties, above Victoria Harrington. See Items of Merit, page 7 Vierlanden. Pure pink of perfect form. Upright, vigorous, very fragrant. Superb for cutting  Ville de Paris. Lasting, well-shaped blooms of sunflower yellow  W  W E Chaplin. Flower large, double, full, high-centered, deep crimson, deepening to carmine-crimson. Very vigorous, upright, bushy  Western Gold. See Items of Merit, page 7  White Ensign. Large, double, fragrant creamy white, vigorous  Wilhelm Kordes. Deep golden-salmon, with copper-red tints  Will Rogers. See Patented Varieties, page 13.  William Orr. Long stemmed blooms of lasting, bright crimson  William Moore. Bud very large, long-pointed; flower large, double, cupped, intensely fragrant, soft, even-toned pink. Bushy and free blooming  Willowmere. A strong grower and continuous bloomer; large double blooms of rich shrimp-pink  William F Dreer. Shell pink flower with yellow base. Large, double, lasting. Type,	20c 25c 20c 25c 20c 20c 20c 20c 20c 20c 20c 20c	14c	10c 12c 10c 10c 10c 10c 10c 10c 10c

# Climbers

No. No. No.

	No.	No. 11/2	No. 2
		EACH	
Banksia White. Tiny white flowers in great profusion			10c
Banksia Yellow. Same as above except yellow			10c
Belle of Portugal. A popular Western climber, light pink blooms	20c	14c	10c
Blaze. See Patented Varieties, page 13.	20	1.4	1.0
Chaplins Pink Climber. Resembles Paul's Scarlet, except clear pink			10c
Cherokee Pink. Large single, bright pink; comes early in Spring			10c
Cherokee Ramona. Same as above except carmine-crimson			10c
Cherokee White. Same as other Cherokees, except it is white			10c
Cl American Beauty. Hardy, Srping bloomer, carmine-red			10c
Cl Cecile Brunner. An exceptionally strong grower; sport of the Polyantha bush			10c
Cl Chas K Douglas. Sport of the popular bush variety			10c
Cl Dainty Bess. Sport of the popular bush; single, pink			10c
Cl Dame E Helen. Same large, pink blooms as the bush			10c
Cl David O Dodd. Large, double blooms of rich, deep scarlet		18c	12c
Cl Duchess of Atholl. Very free flowering, orange to rose			12c
Cl Edith Nellie Perkins. Cerise-pink tinted gold at base			10c
Cl Comment Name State to the level of bush			12c
Cl General MacArthur. Sport of the bush, bright scarlet			10c
Cl Golden Emblem. Rich yellow blooms, same as bush parent			10c
Cl Good Star. Sport of the bush, golden yellow blooms, orange center	. 20c	14c	10c
Cl Grenoble. Sport of the popular bush variety			10c
Cl Hadlan Same as the bush, very dark scarlet			10c
Cl Histiah Goods See Patented Veriation 12	. Z5c	18c	12c
Cl Harian Parents Viscous and the least send of least send of the	20	1.4	10
Clarich Finallance Sport of the bush			10c
Cl. Janna Hill A new sport of the bush		18c	12c
Cl Joanna Hill. A new sport of the bush; bronzy yellow		I4c	10c
Cl Josephine Gardiner. One of the best climbers of orange, copper and yellow		140	10c
Truly everblooming, hardy			10c
Cl Lady Forteviot. Brilliant golden apricot, same as bush		18c	12c
Cl Lady Hillingdon. As vigorous a grower as the bush, orange-yellow			12c
CI Los Angeles. Sport of the bush; pink with golden suffusion			10c
Cl Mary Hart. See Patented Varieties, page 13.	. 200	170	100
Cl Mme E Herriot. A very well liked, strong, climbing sport, coral-red	250	18c	12c
Cl Mme Jules Bouche. Sport of the bush, white			12c
CI Mrs E P Thom. Same rich yellow blooms as bush parent			12c
Cl Mrs Sam McGredy. See Patented Varieties, page 13.	. 230	100	120
CI Pink Radiance. Sport of the popular bush, rosy pink	200	14c	10c
Cl Pres H Hoover. Vigorous climbing sport; yellow tinted pink			10c
Cl Red Radiance. Sport of the Red Radiance bush			10c
Cl Rose Marie. Satiny pink blooms, the same as the bush			10c
Cl Souv Claudius Pernet. Profuse, pure lasting yellow			
CI Sunburst. Form and color identical to the bush parent; yellow			10c
Cl Talisman. Multi-colored blooms, same as the parent bush			10c
Crimson Rambler. Small scarlet flowers, large clusters, hardy		8c	
Dorothy Perkins. Small shell-pink blooms in large clusters, hardy			
Dorothy Perkins White. Same as above except white blooms			
Doubloons. See Patented Varieties, page 13.			
Dr W Van Fleet. Large flesh-pink, rosy center, hardy	. 160	: 10c	6с
Edna Thomas. An outstanding double pink climber			
Emily Gray. Golden yellow; large, open blooms, hardy			
Eva. Crimson scarlet borne in huge clusters			10c
Excelsa. Similar to Dorothy Perkins except red			
Flash. See Patented Varieties, page 13.			
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Flower of Fairfield. Similar to crimson Rambler.  Gardenia. Long pointed bud opening to creamy white flower. Small sprays  Gold of Ophir. Southern climber of copper, carmine and salmon  Jacotte. A hardy variety; lasting, deep orange-yellow, tinted coppery-red  Maid of Gold. See Patented Varieties, page 13.	20c 12c 20c	8c 14c 8c 14c	5c 10c 5c 10c
Mary Wallace. Well-formed, rosy-pink with salmon base; hardy	25c	8c 18c	5c 12c
Pauls Scarlet Climber. A profuse Spring bloomer, bright, scarlet, hardy	20c	8c 14c 8c	5c 10c 5c
Silver Moon. Especially beautiful foliage and large white blooms; hardy  Staechelin. (Mme Gregoire Staechelin, Spanish Beauty). A hardy variety, long stemmed, pink blooms with lightly curled petals		14c 8c	10c 5c
Tausendschoen. Large clusters of medium sized blooms that shade from soft pink to white; thornless, hardy		8c	5c
white base. Vigorous growth	12c	8c	5c
Hybrid Perpetuals, Rugosas and		•••	
Other Hardy Varieties	NO. 1 ACH	No. 11/ <sub>2</sub> Each	2
Agnes. Large, double, fragrant amber yellow		14c	10c
deep pink shaded carmine	20c		6c 10c 10c
Conrad F Meyer. Large, full flowers of clear silvery pink	20c		10c 6c
Frau Karl Druschki. Immense, lasting blooms of snow-white	16c	10c 14c	6c 10c
George Arends. Large, clear pink, very fragrant	16c	10c	6c
listed as an everblooming hardy Climber	16c	14c 10c	10c 6c
Grootendorst Supreme. See Items of Merit, page 7		14c 10c 14c	10c 6c 10c
Hugonis. Small, single, bright yellow. An early Spring bloomer		14c	10c 10c
Mme Albert Barbier. A continuous bloomer; salmon tinted yellow	20c	14c	10c
Nuria de Recelona. One of the best white Roses for hot sections. Perfect form  Paul Neyron. Large, double blooms of rosy pink	20c	14c	10c
Pink Grootendorst. Same as Grootendorst, except clear pink	16c	10c 14c	6c 10c
Ragged Robin. Large, semi-double, glowing crimson. Very vigorous	16c	10c 14c	6c 10c
Polyanthas or "Baby" Roses	No. 1	No. 11/2	No.
Cameo. Soft salmon-pink suffused with gold. Continuous bloomer	20c —	14c 14c	10c 10c
Chatillon Rose. Vigorous, bushy, immense clusters, clear pink	20c	14c 18c	10c 12c

Ellen Poulsen. Dark, brilliant pink; very sweetly scented	25c	18c	120
Else Poulsen. A tall grower, continuous bloomer, semi-double flowers large for the			
type; two-tone rose-pink	25c	18c	120
Folkstone. See Items of Merit, page 7	25c	18c	120
Gloria Mundi. A very striking variety, orange-scarlet; a low grower	20c	14c	100
Golden Salmon. Large clusters of bright salmon-orange	20c	14c	100
Gruss an Aachen. White tinted carmine, full double flowers	25c	18c	120
Ideal. A good grower and continuous bloomer, large clusters, dark red	20c	14c	100
Improved Lafayette. A vigorous grower; deep glowing crimson	20c	I4c	100
Karen Poulsen. An almost continuous bloomer; large clusters of open scarlet blooms			
on tall, vigorous plants	20c	14c	100
Kirsten Poulsen. A very attractive tall growing variety that blooms almost continuously			
with large clusters of open scarlet flowers	20c	14c	100
Miss Edith Cavell. A profuse bloomer; small, double, lasting blooms of scarlet crimson	20c	14c	10c
Mme N Levavasseur. A vigorous, bushy, low-grower with immense clusters of rosy-red			
blooms on strong stems	20c	I4c	100
Mrs R M Finch. A profuse bloomer; double blooms of rosy pink	20c	I4c	100
Orange Triumph. See Items of Merit, page 7	25c	18c	12c
Perle d'Or. Well formed buds of nankeen yellow with orange center			
Pink Charm. See Items of Merit, page 7	25c	18c	I2c
Pink Gruss an Aachen. Large full flowers of glowing salmon-pink	25c	18c	120
Pink Lafayette. Medium sized, very lasting blooms of clear pink. Profuse	20c	I4c	100
Rosenelfe. Large, double, deep pink blooms. Very vigorous and profuse	25c	18c	120
Scarlet Cavell. Scarlet	25c	18c	120
Sunshine. Small, full, golden orange, changing to soft pink	25c	18c	12c
Tip Top. Dainty, double blooms of yellow and white tipped rose		18c	12c
Triomphe Orleanais. Very lasting, large clusters of semi-double, open blooms; vigorous,			
bushy grower, continuous bloomer	20c	14c	100
White Orleans. Pure white	20c	14c	10c

- \* All of our Rosebushes are Strictly "California-Grown".
- \* They are budded on Ragged Robin understock and have the best care and attention possible.
- \* Our Rosebushes are not dug until they are thoroughly mature it does not pay to buy immature stock.
- \* Storing, packing, and shipping is done with the strictest attention to the best interests of the customer.
- \* Varieties are labeled true to name—you get what you order.

WE WOULD LIKE TO HAVE YOUR ORDER, LARGE OR SMALL.

WRITE TODAY.

HOWARD ROSE COMPANY, Hemet, California

# PATENTED VARIETIES

Not less than five of any variety sold to a customer. Kindly order in multiples of five.

DIICH

WHOLESALE PRICES

BUSH			PRICES PRICE
Apricot Queen (Patent Rights Reserved). Long pointed bud. Flower oran	PER 10 PE	R 100	PER 1000
and apricot tinted salmon and rose. Retail price \$1.50 each		.70	
Better Times (Patent No. 23). Flowers large, double and fragrant. Produc	05 ed	./0	
on long, strong stems. Free bloomer. Retail price \$1.00, per doz. \$10.		.50	.40
California (Patent Rights Reserved). Long Pointed buds. Flowers of oran	ge		
and saffron yellow. Retail price \$1.50 each		.70	
Charlotte Armstrong (Patent Applied For). Spectrum red to Patience pin			
Beautiful bud and flower. Retail price \$1.50	. to be	price	d later
Countess Vandal (Patent No. 38). Long buds, rich blend of pink, copper a			40
gold. Single on long stiff stems. Retail price \$1.00, per doz. \$10.00 Crimson Glory (Patent No. 105). Deep crimson with well formed buds a		.50	.40
large flowers. Vigorous. Retail price \$1.25 each		.60	
Eclipse (Patent No. 172). Long buds of rich gold without shading. Ornamen		.00	•
sepals. Retail price \$1.00, per doz. \$10.00		.50	.40
Feu Pernet-Ducher (Patent No. 103). Creamy buds marked with carmi			
opening to rich yellow. Retail price \$1.00, per doz. \$10.00		.50	.45
McGredy's Sunset (Patent No. 317) Outside of petals clear buttercup yell			
tipped orange. Inside chrome yellow. Retail price \$1.25, per doz. \$12.		.60	.50
Mary Hart (Patent No. 8). Red Sport of Talisman. Retail price 85c		.40	.30
Mme Henri Guillot (Patent No. 337). Deep pink. Well shaped buds open large semi-double blooms. Retail price \$1.25		.60	.50
R M S Queen Mary (Patent No. 249). Full perfect flowers of salmon-p		.00	.50
flushed with orange-yellow. Retail price \$1.25		.60	
Signora (Patent No. 201). Long bud of warm burnt sienna. Tall growi			
plant with bloom on long stem. Retail price \$1.00, per doz. \$10.00		.50	.40
Texas Centennial (Patent No. 162). Clear Red Sport of President H Hoov	er.		
Retail price 60c, per doz. \$6.00		.30	.25
The Chief (Patent Applied For). Long, well formed buds opening to flow	ers		In the face
of coral and copper. Fragrant. Retail price \$1.25	To be	price	d later
Will Rogers (Patent No. 256). Dark velvety crimson maroon, double, fr blooming. Strong, vigorous. Retail price \$1.00, per doz. \$10.00.	55	.45	
blooming. Strong, vigorous. Retail price \$1.00, per doz. \$10.00.	00	. 10	
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CLIMBERS			
The second to th	-:I		
Blaze (Patent No. 10). Climber, hardy everblooming, bright scarlet. Ret	55	.50	.40
price \$1.00, per doz. \$10.00	elv	.00	. 10
all through Summer and Fall. Retail price \$1.25	75	.60	.50
Cl Mary Hart. Climbing sport of bush. Retail price \$1.00, per doz. \$10.00	)55	.50	.40
Cl Mrs Sam McGredy (Patent Applied For). Cl. sport. Retail price \$1.25	/ 0	.60	.50
Doubloons (Patent No. 152). Clusters of very large cupped sattron yell	ow		
blooms, Long heavy canes. Retail price \$1.00, per doz. \$10.00	55	.50	.40
Flash (Patent Applied For). Vivid orange-scarlet — the most vividly color	ed	nui on	ما امامه
pillar rose in existence. Retail price \$1.00	. TO De	price	d later
Maid of Gold (Patent No. 246). Climber, buds golden yellow splashed w	35	.30	
red opening to large golden yellow flowers. Retail price 75c			
These Patented Roses are being offered under license from the Patent	owners.	The	above .
is taken from their descriptions. They shall not be sold at retail for les	s man a	DOVE	SHOWI
figures per plant. (Not less than three of a kind at the dozen rate.)		~~~	
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## Shipping Period---Winter and Spring

THE HARVEST starts at Christmas time (Winter), and orders are filled in their rotation.

LARGE ASSORTMENTS can seldom be completed in the first shipment.

### Freight Prepaid to Salt Lake, Denver, Kansas City, St. Louis and Rochester

Car lots are shipped annually to the above breaking points. At any point we can hold your order four weeks in cold storage if desired.

### Transportation Allowance

Invoices at these prices f.o.b. Hemet will show credit toward freight or express, one cent each on No. 1 grade and one-half cent each on smaller grades.

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#### **TERMS**

TERMS-60 days net, f.o.b. Hemet, California, to established Nurserymen, Seedsmen and Dealers, known to us, or to those who have necessary rating. THIRTY DAYS less 1%. TEN DAYS less 2%. For advance cash or cash with order before shipment, less 3%.

TO THE TRADE ONLY—Prices shown are for first-class stock of the grade named. The use of printed stationery as protection is desirable. If it is not used, the purchaser should state clearly his position. We print only wholesale trade lists, and do not desire or solicit retail orders.

SUBSTITUTION—We do not substitute unless instructed to do so, and then label true name. Customers will save time by naming a second choice, to be supplied only when first choice is sold out.

PRO-RATA—As it is almost impossible to count roses in the field when partly grown, there is a feature of uncertainty about all orders booked before digging. Consequently we reserve the right to fill such pro rata.

GENUINENESS—We exercise great care to keep all varieties true to name and will replace, on proper proof, all stock that may prove otherwise; but it is mutually agreed that we shall not be liable for any amount greater than the original price of the stock. All quotations made subject to stock being unsold when order is received, or loss by any and all unavoidable causes. Freight shipments travel at risk of purchaser.

PACKING—Bales and boxes will be charged at near actual cost price. We make no charge for packing or delivery to railroad station.

# 7"x10" COLOR PLATES \$1.00 Assortment

Some 50 pictures of Roses in color, showing 60 popular varieties. True to name in color and form. The well-known art-work of J. Horace McFarland Company.

The Howard Rose Company is proud to offer to its customers this excellent assortment of colored plates. If not a customer, even an order of 10 plants of one variety puts you in that class.

NOT OVER THREE ASSORTMENTS TO A CUSTOMER.



Paul's Scarlet Climber

For you, a real money-maker, Our California "Desert Climate Grown" Paul's Scarlet. Strong, vigorous plants—they have no equal.

